

**Profile of 2006 District del Sol Cinco de Mayo Fiesta
Attendees**



Prepared for:
The Riverview Economic Development Association



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ACKNOWLEDGEMENTS

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EXECUTIVE SUMMARY

In 2006, the University of Minnesota Tourism Center (UMTC) and Center for Urban and Regional Affairs (CURA) were contracted to profile visitors to the District del Sol Cinco de Mayo Fiesta, organized by the Riverview Economic Development Association (REDA). Several visitor characteristics were of interest beyond demographics, including information sources, spending habits, and experience at Cinco de Mayo and District del Sol. To that end, a visitor questionnaire was developed and administered to Cinco de Mayo visitors.

Methods

An on-site questionnaire (available in English and Spanish) was administered to Fiesta attendees. A systematic sample with sampling throughout the event and across the event activities was implemented, using bi-lingual interviewers. Throughout the event, a total of 941 parties were contacted and 487 questionnaires completed which resulted in a 51.8% completion rate. Completed questionnaires were entered, cleaned and checked in SPSS version 12.0.

Results

Demographics

Most often respondents were female, reported an average age of 38.2 years, and indicated they were of Hispanic or Latino origin. The most frequently cited income was between \$50,000-74,999 (21.8%).

2006 Fiesta experience

Most respondents attended the Fiesta on Saturday (60.6 %). On average, respondents spent more than four hours at the Fiesta, attended the Fiesta with either family (42.0 %) or friends (31.9%) and reported spending the most on food and beverages or tickets ($M=\$28.10$ and $\$27.08$, respectively). Respondents indicated they enjoyed many aspects of the Fiesta and no one event was a draw. Still, of the options presented, respondents most frequently cited live music, food and beverages, and people watching as the most enjoyable Fiesta attributes (~15% each).

A majority of respondents had previously attended District Del Sol Cinco de Mayo Fiesta and heard about it through friends. However, more than one quarter of respondents were first time visitors to the Cinco de Mayo Fiesta or District del Sol. Among these new visitors, a majority stated an intention to return to in the next twelve months.

Overall, Cinco de Mayo Fiesta appears to meet its objectives as an enjoyable event in District del Sol, as evidenced by Fiesta visitor respondents' intention to return. The Fiesta draws a diverse crowd and contributes to enhanced community exposure and monetary flow.

Opportunities to grow the Fiesta include enhanced attractions and/or events on Friday, attention to the local community and current client base in terms of informing them about the Fiesta, focused marketing on those interested in cultural events, as well as increased information on current Fiesta materials.

TABLE OF CONTENTS

Acknowledgements	i
Executive Summary	ii
Table of Contents	iii
Introduction	1
Methods	1
Study Setting	1
Questionnaire	1
Approach	1
Response Rate	2
Analysis	2
Results	2
Respondents	2
Demographics	2
Primary Residence	2
District del Sol Cinco de Mayo Fiesta Experience	3
Sources Informing about District del Sol Cinco de Mayo Fiesta	3
Attributes of Enjoyable Experience	3
Group Composition	3
Expenditures	4
District del Sol Experience	4
Comments and Suggestions	4
Discussion	4

References.....	6
Appendices.....	7
A. English Survey Instrument.....	8
B. Spanish Survey Instrument	10
C. Festival Map.....	12
D. Tables and Figures	13
E. Respondent Comments & Suggestions	20

Profile of 2006 District del Sol Cinco de Mayo Fiesta Attendees

INTRODUCTION

Festivals and special events benefit both local communities and visitors. Community festivals of short duration contribute to the celebration of local culture, identity, and place. Festivals also enhance exposure, awareness, profitability and image of the host community, as well as serve as a vehicle for other development (Felsenstein & Fleischer, 2003; Getz, 1991; Hall, 1992; Nicholson & Pearce, 2001). To maximize benefit and enhance events, organizers need to continually assess and evaluate their event and its market.

In 2006, the University of Minnesota Tourism Center (UMTC) and Center for Urban and Regional Affairs (CURA) were contracted to profile visitors to the District del Sol Cinco de Mayo Fiesta. Visitor demographics, information sources for the Fiesta, experience, and expenditures at Cinco de Mayo Fiesta, as well as familiarity with community were of specific interest. The study methods and results are presented below and followed by a discussion.

METHODS

An on-site questionnaire was administered to visitors during the 2006 District del Sol Cinco de Mayo Fiesta. The methods for the questionnaire administration are presented in the following sections: study setting, questionnaire, approach, response rate, and analysis.

Study Setting

Organized by the Riverview Economic Development Association (REDA), the 2006 District del Sol Cinco de Mayo Fiesta was held on May 5th and 6th. The Fiesta attracts more than 100,000 visitors and celebrates an important date in Mexican and Mexican American history. The 24th annual Fiesta was held in West St. Paul in the District del Sol neighborhood and located exactly on Caesar Chavez Street between Wabasha Street and Anita Street in St. Paul, Minnesota. The two-day event included several stages of live music, food and merchandise vendors, children's play area, a parade, car show, and many other activities.

Questionnaire

An on-site questionnaire was developed with the assistance of REDA personnel. Questionnaire sections included event participation, enjoyable attributes, information sources, expenditures, group composition, community familiarity, and demographics. Two versions of the questionnaire were available for use (Appendix A & B). The English questionnaire was translated into Spanish by two bilingual sources and translated back to English by another source to ensure accuracy.

Approach

A sampling plan was created to reach the range of Cinco de Mayo Fiesta attendees. A systematic intercept sampling approach was implemented where every third visitor was approached and asked to complete the questionnaire. Sample schedules incorporated both time and spatial considerations to ensure spatial coverage across the Fiesta activities and grounds (Appendix C).

Based on estimated attendance from preceding years, a sampling quota target was set at 383 visitor contacts (95% confidence interval; $\pm 5\%$ sampling error rate). Bi-lingual trained volunteers and University of Minnesota Tourism Center staff administered the questionnaire.

Response Rate

Throughout the event, a total of 941 parties were contacted and 487 questionnaires attained. Thus, this resulted in a 51.8% compliance rate (Appendix D; Table 1). A total of 22 questionnaires were unusable, and thus, 465 questionnaires were usable. Of those, 22.8% were completed in Spanish (n=106). Three quarter (75.2%) of respondents were contacted on Saturday, while the remainder was contacted on Friday night (Appendix D, Figure 1). Among those who did not agree to participate, the most frequently specified reasons were lack of interest or time. Very few non respondents (3.7%) indicated they had already completed a questionnaire.

Analysis

Completed questionnaires were entered, cleaned and checked in SPSS version 12.0. Extreme outliers were winsorized to bring highly skewed variables into usable ranges. Descriptive analysis provided means, standard deviations, and frequencies to describe the sample and provide information on variables of interest. Chi-square analysis identified differences among groups when appropriate.

RESULTS

Respondents

Demographics

More than half (55.2%) of respondents were female and reported an average age of 38.2 years (Appendix D, Table 2). In terms of ethnicity, slightly less than half (46.4%) indicated they were of Hispanic or Latino origin. Among those who indicated their race, the most frequently specified was white (46.5%) or 'other' (17.8%). The highest percentage (21.8%) of respondent's annual household was between \$50,000-74,999 (Appendix D, Figure 2), with the remainder evenly distributed across all income categories.

Primary Residence

Respondents' predominately resided in the Metropolitan area, as indicated by their stated zipcode. A majority of respondents (79%) primary residence was zero to fifteen miles from

District del Sol (Appendix D, Figure 3). An additional one in ten (11%) resided sixteen to 30 miles from District del Sol. Very few respondents (6%) indicated they resided more than 100 miles from District del Sol (Appendix D, Figure 4).

District del Sol Cinco de Mayo Fiesta Experience

A majority of respondents had previously attended District Del Sol Cinco de Mayo Fiesta (70.7%; Appendix D, Figure 5). Respondents most frequently attended the 2006 Fiesta on Saturday only (60.6%; Appendix D, Table 3). Slightly less than a quarter (22.4%) indicated they attended the Fiesta both days, while fewer attended Friday only (17.0%). Similarly, among respondents who had no prior District del Sol Cinco de Mayo Fiesta experience Saturday attendance was the most frequent (67.4%).

On average, respondents spent more than four hours ($\bar{M}=4.5$) at the Fiesta, with a range of one to seventeen hours.

Sources Informing about District del Sol Cinco de Mayo Fiesta

Respondents heard about the Fiesta through friends most frequently (46.2%; Appendix D, Table 4). More than a quarter (28.2%) indicated they knew of the Fiesta from a prior visit, while slightly less than a fifth indicated 'other' or newspaper served as a source about the Fiesta (19.8% and 19.4%, respectively). Fewer respondents indicated they heard about the event through radio (15.5%), TV (8.6%), Internet (6.5%) or flier (3.9%). Among those new to the Fiesta in 2006, friends (62.9%) were the most frequently cited information source.

Attributes of Enjoyable Experience

An even distribution was found among the most enjoyable attributes of Cinco de Mayo. Respondents cited live music (16.9%), food and beverages (16.3%), and people watching as enjoyable (15.4%; Appendix D, Figure 6). The parade and car show were also enjoyable among respondents (13.9% and 12.4%, respectively). The least frequently cited attributes were dancing (9.1%), arts (8.9%), and 'other' (7.2%). Significant differences did not emerge between the most enjoyable attributes and the day(s) respondents attended.

Group Composition

A majority of respondents attended the Cinco de Mayo Fiesta with either family or friends (42.0% and 31.9%, respectively; Appendix D, Figure 7). More than a tenth (12.7%) indicated they were with both family and friends during the fiesta. Very few respondents attended the Fiesta alone (6.0%) or with organized groups (5.0%).

A majority (86.0%) of respondents indicated their group was comprised of other adults, while more than a third (39.4%) included children twelve and under (Appendix D, Table 5). Fewer groups (16.3%) included teenagers between the ages of thirteen and seventeen. Among respondents who specified the actual number of people in each category, groups averaged three adults ($\bar{M}=3.1$), two children ($\bar{M}=2.2$) and two teenagers ($\bar{M}=2.1$; Appendix D, Figure 8).

Fiesta Expenditures

On average, respondents spent the most on food and beverages or tickets (\underline{M} =\$28.10 and \$27.08, respectively; Appendix D, Table 6). Respondents spent an average of \$19.76 on ‘other’ items and \$18.47 on souvenirs. The lowest dollar value reported was spent on parking (\underline{M} =3.80).

District del Sol Experience

Seven of ten respondents (71.1%) had previously visited District Del Sol for reasons other than the Cinco de Mayo Fiesta. Among those who had previously visited District Del Sol, the most frequently cited reasons were to frequent restaurants (54.2 %) and shop (44.7 %; Appendix D, Table 7). Very few (14.0%) respondents identified themselves District del Sol residents. A majority (92.0%) of respondents intend to return to District Del Sol in the next twelve months (Appendix D, Figure 8). Similarly, among respondents who indicated no previous exposure to District del Sol, a majority (80%) indicated an intention to return.

Comments and Suggestions

Qualitative analysis of open-ended comments and suggestions revealed several themes (Appendix E). A favorable experience was the most common theme among respondents. Example statements included “great festival!” and “I love Cinco de Mayo!!” Several themes emerged among respondents whom suggested improvement opportunities. The most common suggestions were focused on authenticity, specific attributes or amenities, and cost. With regard to authenticity, respondents stated a desire for more traditional arts and crafts, food, and beverage options. Specific attributes or amenity themes included suggestions to extend Fiesta timeframe and offerings, eliminate use of tickets, and improve parade timing, parking options, seating, and cleanliness. With regard to expense, comments focused primarily on the high cost of food and tickets.

DISCUSSION

The District Del Sol’s Cinco de Mayo Fiesta 2006 attracted a range of visitors from the local area who found a variety of the events enjoyable. The Fiesta attracted both Hispanic and non-Hispanic attendees as approximately half of attendees were Latino or Hispanic.

Results indicate the Fiesta provides an enjoyable experience among visitors, as evidenced by open-ended comments and return visitation. The enthusiasm expressed in open-ended comments illustrates the degree of satisfaction among respondents. A majority of respondents expressed favorable, and often exclamatory, sentiments about Cinco de Mayo. Further, a majority of respondents had previously attended the Fiesta. The elevated return visitation suggests that visitor’s previous experience was positive and compels them to return. The degree of return visitation also suggests that visitors will continue to be drawn to the event and the level of attendance can be expected to continue, barring major weather events.

The range of activities and offerings serve as an important draw. Visitors are attracted to different Fiesta attributes, as illustrated by the relatively even distribution of respondent's most enjoyable experience. Thus, no one event can be identified as the key attribute of the festival, but the mosaic of events are attractive. However, comments on the desire for greater authenticity of food and events points to a product development opportunity and possible screening for 2007 vendors (must be related to Latino culture or sell authentic products).

Word of mouth was an important vehicle for event marketing and mirrors previous state and national findings (Getz, 1991; Salk, Schneider, & Monson, 2005). Approximately two thirds of new visitors heard about the Fiesta through friends. Early planning is key to maximize the effects of word of mouth, as it increases the likelihood of event dates, scheduled programmatic information, and new additions to circulate. Newspapers and radio were also frequently cited information sources. To attract visitors outside of the St. Paul Metro area, newspapers and radio announcements placed throughout the region would be beneficial.

With regard to visitor spending, respondents reported moderate spending in all categories provided. Tickets or food and beverages accounted for the highest expenditures. To maximize visitor spending, efforts to increase visitor length of stay and product offerings are suggested. On average, visitors spent less than five hours at the event. Providing for enhanced visitor comfort would potentially extend their stay. This could be achieved through expanded seating opportunities, shade structures, and enhancement of restroom facility maintenance. Additionally, several respondents suggested a desire for further offerings available. Most notably, the focus was on enhanced availability of traditional and ethnic food, beverages, and merchandise. An effort to capture more venues to meet those desires could lead to increased visitor expenditures. An increased focus on authenticity would also contribute to enhanced differentiation from other festivals held in the Metropolitan area.

The Cinco de Mayo Fiesta played a role in increased community awareness and exposure. More than one quarter of respondents had no prior visitation to the Cinco de Mayo Fiesta or District del Sol and the majority stated an intention to return in the next twelve months. To enhance the likelihood of return visitation, on-site promotion of community amenities and offerings is advised. This could be achieved through the expansion of the map and schedule made available at the Fiesta.

While visitor surveys have the ability to better understand the festival market, they does not capture other information of potential use to event organizers such as actual visitation, the overall economic impact of Cinco de Mayo Fiesta and how the Fiesta compares to other festivals in the region. Future research to capture this useful information is advised.

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APPENDIX

APPENDIX A

English survey instrument

2006 Cinco de Mayo Fiesta in District Del Sol Survey

Have you been to Cinco de Mayo Fiesta in District Del Sol before (check one)? ☐ YES ☐ NO

Where did you hear about this Fiesta? (check all that apply)

☐ NEWSPAPER ☐ FRIENDS ☐ INTERNET ☐ FLIER
☐ PREVIOUS VISIT ☐ RADIO ☐ TV ☐ OTHER

About how long do you intend to be at the Fiesta? _____ HOURS

Which day(s) did you attend the Fiesta? (check all that apply)

☐ FRI ☐ SAT

Have you ever been to District del Sol for any reason other than the Fiesta? ☐ YES ☐ NO

If yes, what was the purpose? (check all that apply)

☐ SHOPPING ☐ RESTAURANTS ☐ MOVIES
☐ SERVICES ☐ RESIDENT

Do you intend to return to District del Sol in the next 12-months (check one)? ☐ YES ☐ NO

What do you enjoy most about this Cinco de Mayo Fiesta (check one)?

☐ LIVE MUSIC ☐ CAR SHOW ☐ FOOD & BEVERAGES ☐ PARADE
☐ ARTS ☐ DANCING ☐ PEOPLE WATCHING ☐ OTHER

Who are you with (check one)?

☐ ALONE ☐ FRIENDS ☐ FAMILY ☐ FAMILY & FRIENDS
☐ ORGANIZED GROUP ☐ OTHER (SPECIFY: _____)

How many are in your group are (specify #):

☐ 0-12 YEARS ☐ 13-17 YEARS ☐ 18+ YEARS OLD

How much did YOU spend during your time at the Fiesta?

\$ _____ PARKING \$ _____ SOUVENIRS
\$ _____ FOOD & BEVERAGES \$ _____ TICKETS \$ _____ OTHER

2006 Cinco de Mayo Fiesta in District Del Sol Survey

What year were you born? 19____ What is your zip code? _____

What is your gender? ☐ FEMALE ☐ MALE

What is your annual household income (before taxes)?

☐ LESS THAN \$5,000 ☐ \$5,000-9,999 ☐ \$10,000-14,999
☐ \$15,000-24,999 ☐ \$25,000-34,999 ☐ \$35,000-49,999
☐ \$50,000-\$74,999 ☐ \$75,000-99,999 ☐ \$100,000-124,999
☐ \$125,000-149,999 ☐ \$150,000 or more

What is your ethnic origin (check one)?

☐ HISPANIC/LATINO ☐ NON-HISPANIC/NON-LATINO

What is your race? (check all that apply)

☐ AMERICAN INDIAN OR ALASKA NATIVE ☐ ASIAN

☐ BLACK OR AFRICAN AMERICAN ☐ WHITE

☐ NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER

☐ OTHER (Explain: _____)

Comments/Suggestions

THANK YOU

APPENDIX B

Spanish survey instrument

Encuesta 2006 Cinco de Mayo Fiesta en Distrito Del Sol

¿Ha estado en la Fiesta del Cinco de Mayo en el Distrito del Sol antes?

(Seleccione una respuesta) ☐ SI ☐ NO

¿Dónde escuchó de esta Fiesta? (Puede seleccionar más de una respuesta)

☐ PERIODICO ☐ AMIGOS ☐ INTERNET ☐ HOJA VOLANTE
☐ VISITA ANTERIOR ☐ RADIO ☐ TV ☐ OTRO

¿Aproximadamente por cuanto tiempo planeas estar en la Fiesta? HORAS

¿Qué día(s) atendió a la fiesta? (Puede seleccionar más de una respuesta)

☐ VIERNES ☐ SABADO

¿Ha estado antes en El Distrito del Sol por otra razón que no sea la de esta Fiesta? ☐ SI ☐ NO

¿Si su respuesta es sí, cual fue su propósito? (Puede seleccionar más de una respuesta)

☐ COMPRAS ☐ RESTAURANTES ☐ PELICULAS
☐ SERVICIOS ☐ RESIDENTE

¿Planeas regresar al Distrito del Sol en los próximos 12 meses? (Seleccione una respuesta) ☐ SI ☐ NO

¿Qué es lo que mas disfruta de esta Fiesta de Cinco de Mayo? (Seleccione una respuesta)

☐ MUSICA EN VIVO ☐ EL SHOW DE CARROS
☐ COMIDA Y BEBIDAS ☐ DESFILE
☐ ARTES ☐ BAILAR
☐ MIRAR A LA GENTE ☐ OTRO

¿Con quién anda hoy? (Seleccione una respuesta)

☐ SOLO ☐ AMIGOS ☐ FAMILIA ☐ FAMILIA Y AMIGOS
☐ UN GRUPO ORGANIZADO ☐ OTRO (ESPECIFIQUE:)

¿Cuántos en su grupo tienen las siguientes edades? (especificar el #):

0-12 AÑOS 13-17 AÑOS 18+AÑOS

¿Cuánto gastó usted durante su estadía en La Fiesta?

\$ PARQUEO \$ RECUERDOS \$ COMIDA Y BEBIDAS
\$ BOLETOS \$ OTRO

¿En que año nació? 19 ¿Cual es su código postal?

¿Cuál es su género? ☐ FEMENINO ☐ MASCULINO

¿Qué es el ingreso anual para tu casa (antes de impuestos)?

☐ MENOS QUE \$5,000 ☐ \$5,000-9,999 ☐ \$10,000-14,999
☐ \$15,000-24,999 ☐ \$25,000-34,999 ☐ \$35,000-49,999
☐ \$50,000-\$74,999 ☐ \$75,000-99,999 ☐ \$100,000-124,999
☐ \$125,000-149,999 ☐ \$150,000 O MAS

¿Cuál es su origen étnico (Seleccione una respuesta)?

☐ HISPANO/LATINO ☐ NO-HISPANO/NO-LATINO

¿Cuál es su raza? (Puede seleccionar más de una respuesta)

☐ INDIO AMERICANO O NATIVO DE ALASKA ☐ ASIATICO
☐ NEGRO O AFRO AMERICANO ☐ BLANCO
☐ NATIVO DE HAWAII U OTRAS ISLAS DEL PACIFICO
☐ OTRO (Explique: _____)

Comentarios/sugerencias

GRACIAS

APPENDIX C

Festival Map



APPENDIX D

Tables and Figures

Table 1. Response rate among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

Total parties contacted	941
Respondents	487
Refusals	454
Compliance rate	51.8%
Unusable Questionnaires	22
Usable Questionnaires	465

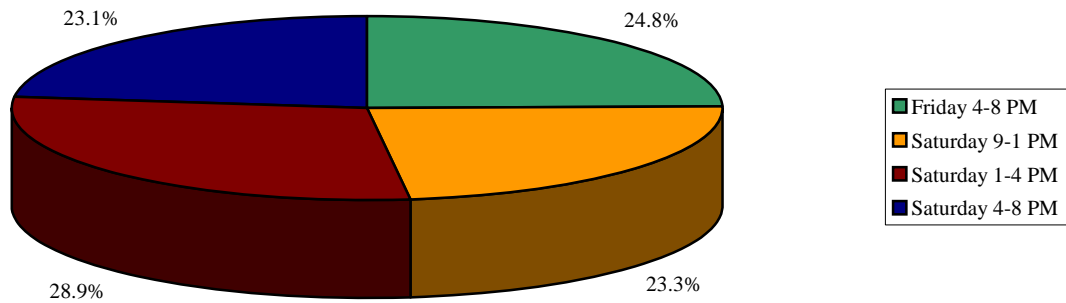


Figure 1. Date and time when respondents completed questionnaires regarding the District del Sol Cinco de Mayo Fiesta, 2006.

Table 2. Demographic characteristics among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

	Frequency	Percent
Gender		
Male	177	44.8
Female	218	55.2
Total	395	100.0
Ethnicity		
Hispanic/Latino	189	46.4
Non-Hispanic/Non-Latino	218	53.6
Total	407	100.0
Race		
White	216	46.5
Other	83	17.8
Black or African American	22	4.7
American Indian/Alaska Native	16	3.4
Asian	5	1.1
Native Hawaiian or Pacific Islander	4	0.9
Total	346	N/A ¹
Age (M=38.2; S.D.=13.5)		
18-30	132	33.5
31-40	102	25.9
41-50	84	21.3
51-60	51	13.0
61-70	18	4.5
71 or older	7	1.8
Total	394	100.0

¹ Due to possible selection of multiple categorical responses.

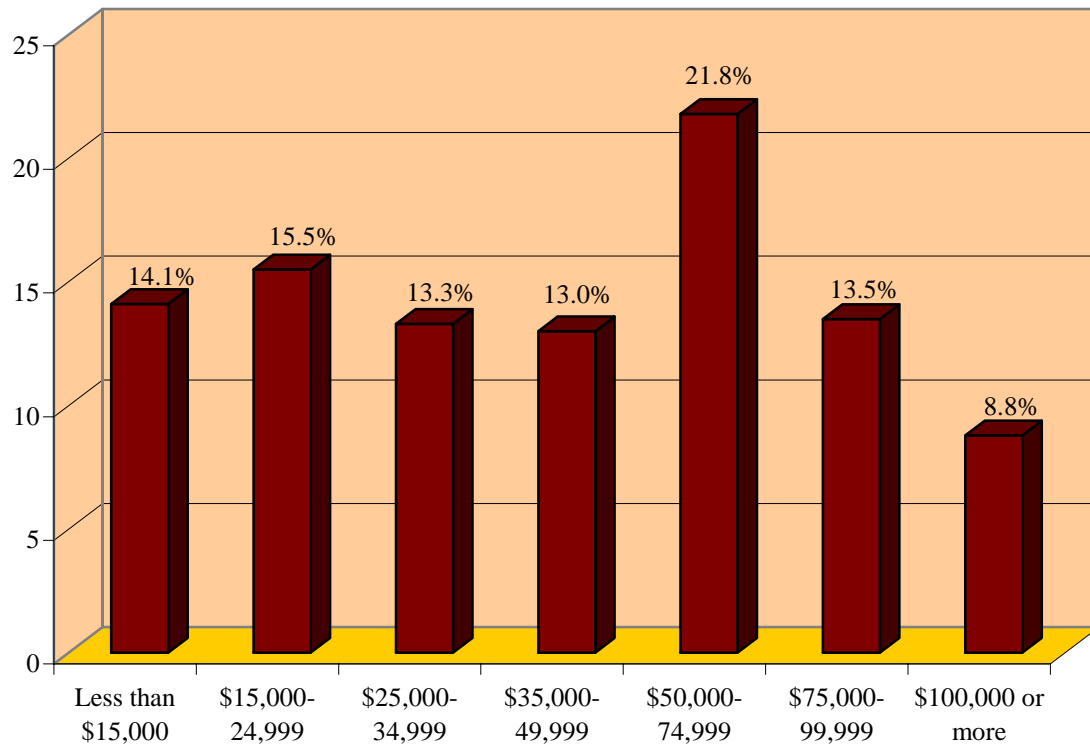


Figure 2. Percentage of annual household income among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

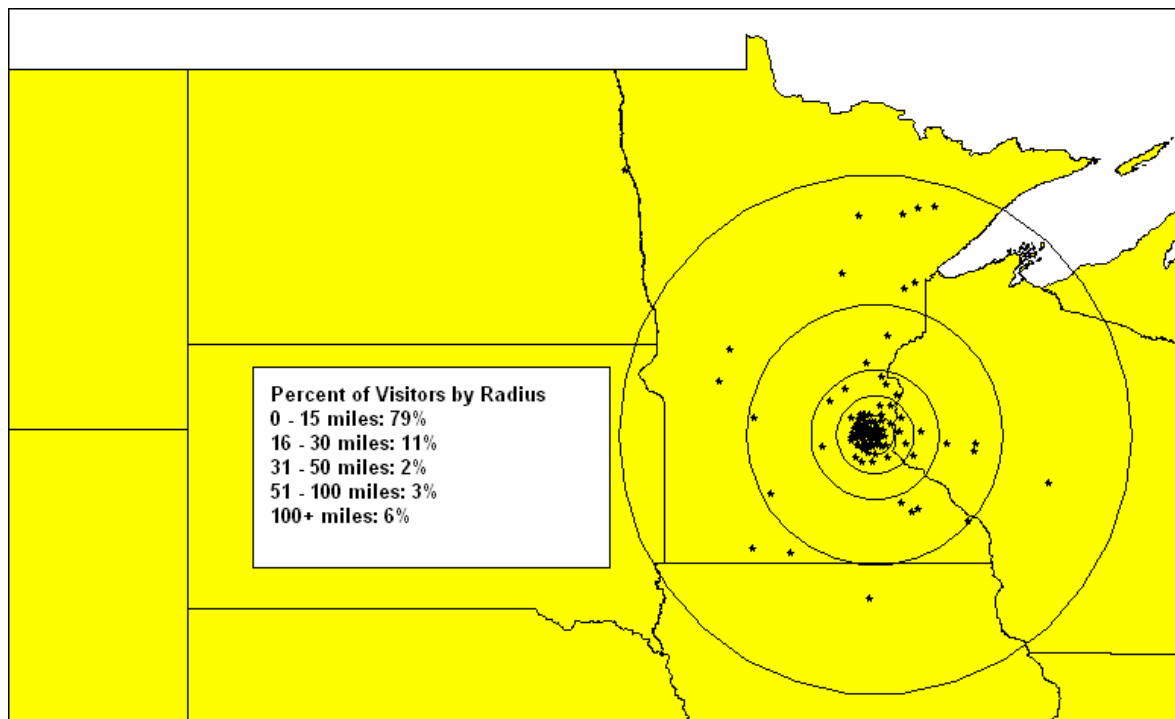


Figure 3. Radius map of respondents to District del Sol Cinco de Mayo Fiesta, 2006 (n=377).

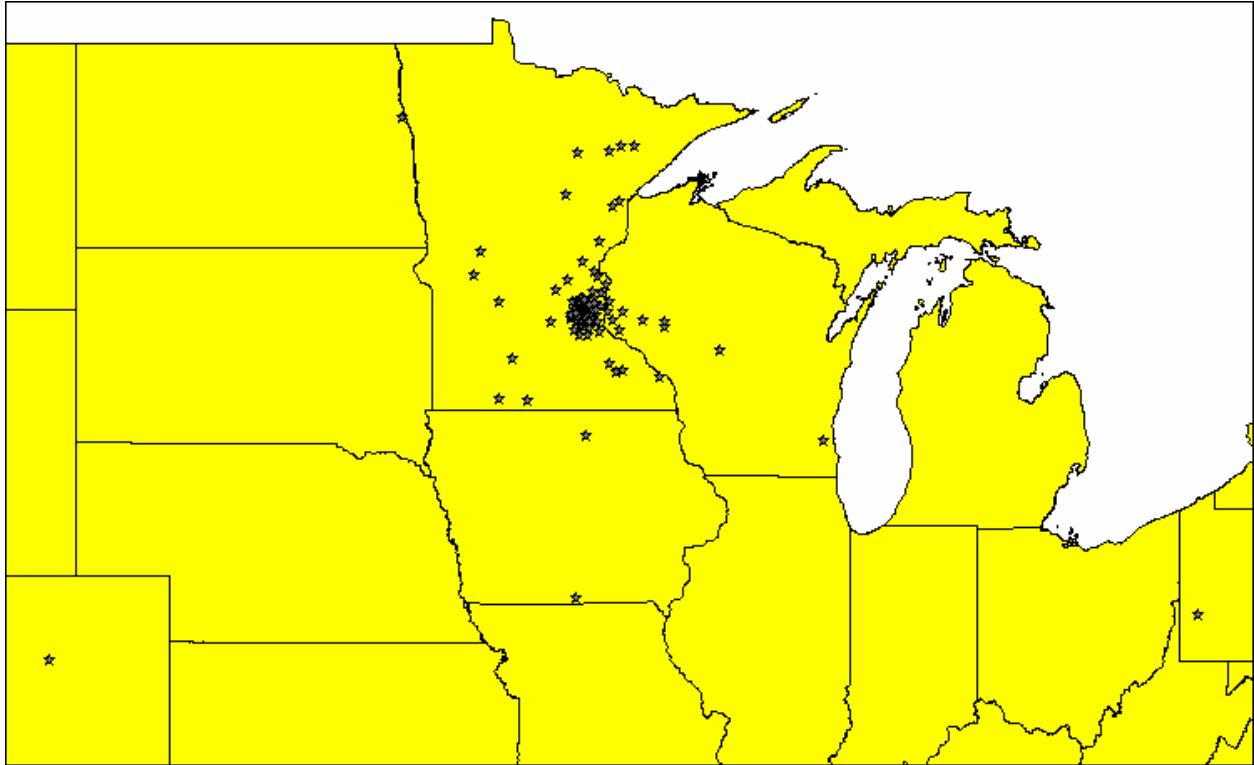


Figure 4. Regional perspective of primary residence among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

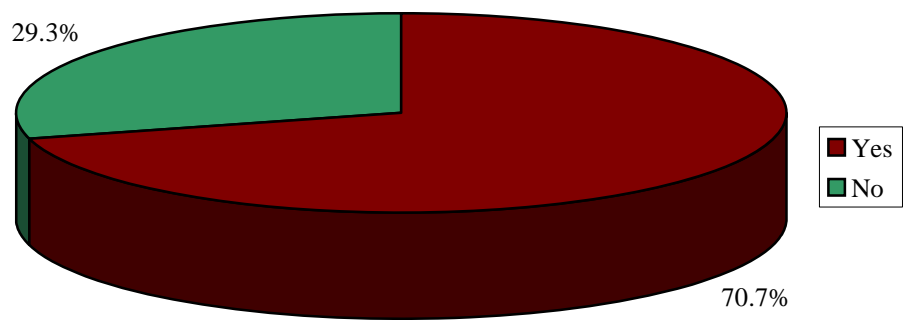


Figure 5. Previous attendance at District Del Sol Cinco de Mayo Fiesta among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

Table 3. Day of attendance among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

	Frequency	Percent
Friday	79	17.0
Saturday	281	60.6
Both days	104	22.4

Table 4. Information sources among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

	Frequency	Percent
Friends	215	46.2
Previous visit	130	28.0
Other	92	19.8
Newspaper	90	19.4
Radio	72	15.5
TV	40	8.6
Internet	30	6.5
Flier	18	3.9

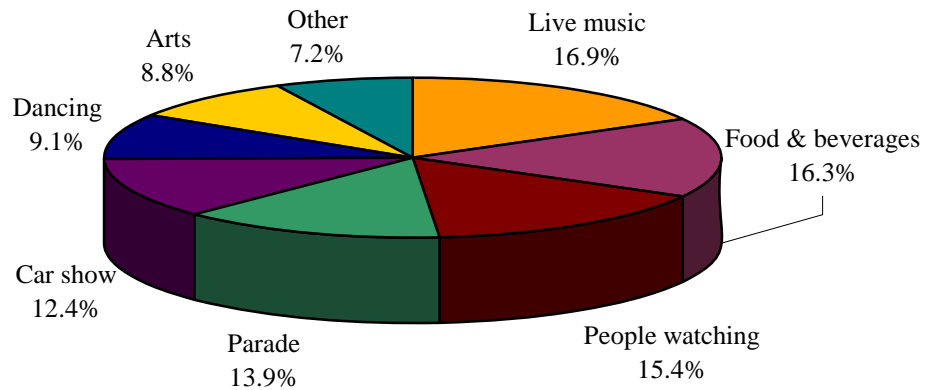


Figure 6. Most enjoyable attribute of District Del Sol Cinco de Mayo Fiesta among Fiesta questionnaire respondents.

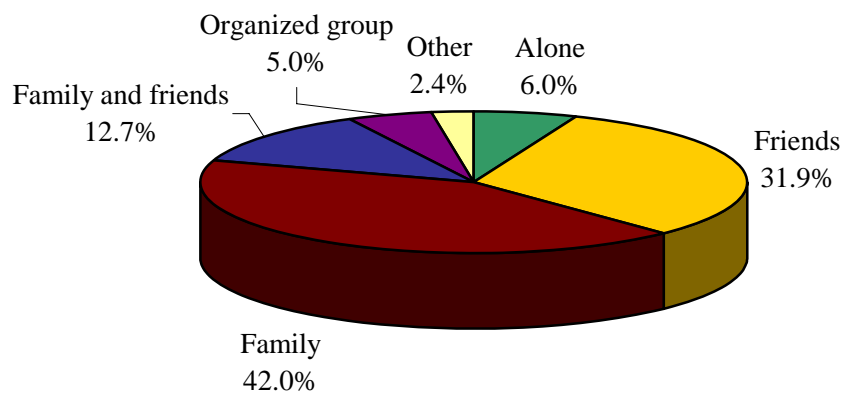


Figure 7. Group composition among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

Table 5. Group composition age among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

	Frequency	Percent
Adults (18+)	400	86.0
Children (0-12)	183	39.4
Teenagers (13-17)	76	16.3

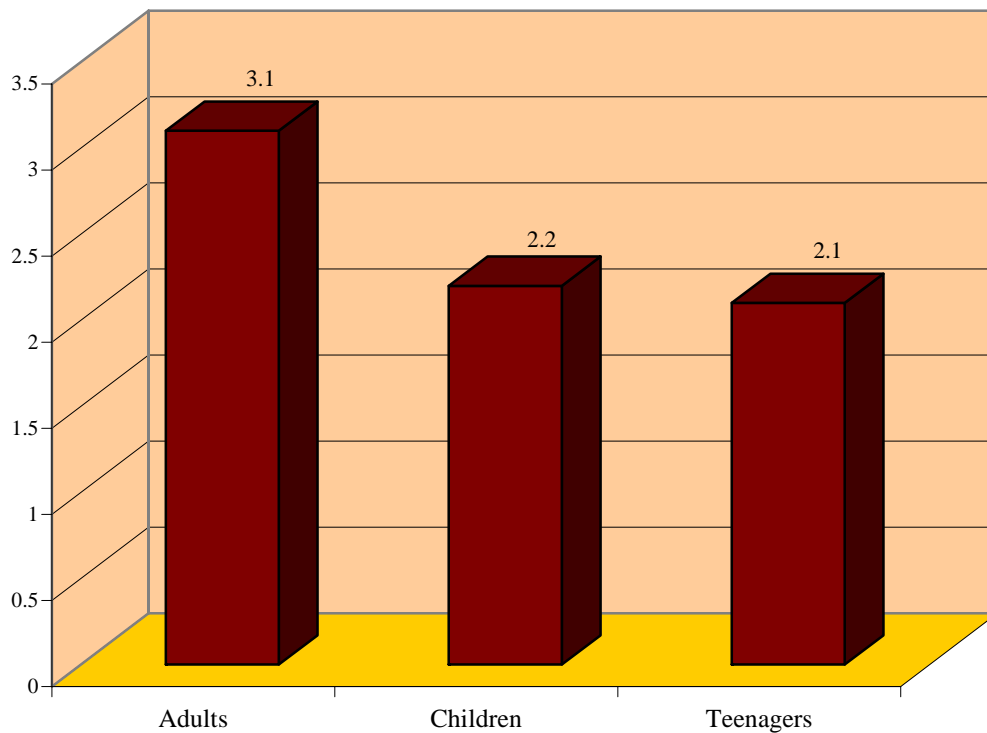


Figure 8. Average group size based on age categories among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

Table 6. Average expenditures at District Del Sol Cinco de Mayo Fiesta among Fiesta attendee respondents.

	M	S.D.	Range
Parking (n=144)	\$3.80	\$4.33	\$0-20
Souvenirs (n=93)	\$18.47	\$19.80	\$0-100
Food and beverages (n=220)	\$28.10	\$21.21	\$0-100
Tickets (n=153)	\$27.08	\$21.44	\$0-100
Other (n=49)	\$19.76	\$27.22	\$0-100

Table 7. Purpose of previous visit to District Del Sol among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

	Frequency	Percent¹
Restaurants	252	54.2
Shopping	208	44.7
Resident	65	14.0
Services	59	12.7
Movies	15	3.2

¹Totals more than 100% as respondents indicated all purposes for prior visit.

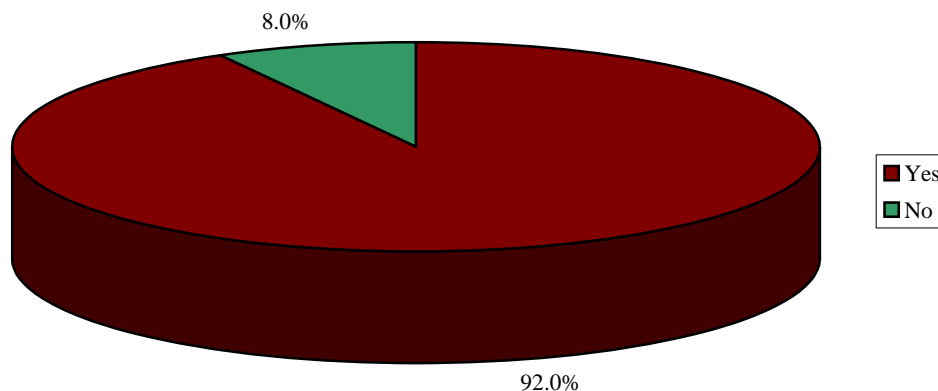


Figure 9. Intention to return to District del Sol in the next twelve months among visitors to District del Sol Cinco de Mayo Fiesta, 2006.

APPENDIX E

Comments and Suggestions

Spanish Version

Ninguna

Me parece una magnifica Fiesta que es del 5 de mayo en el West Side.

Bonita Fiesta Light Desfile (parade)

Todo bien

Ningunos

Good time

Que Loate (?) esta muy bonita y la gente se divierte

Gracias por hacer estos eventos.

Cool

Have fun

My ph# is [XXX]-1035 Call me later and will hang out Area Code 435

Good job!! Buen Trabajo!!

Me gusta la fiesta aun que nose porque la selebran.

More artcrafts

Everything looks good!

Muy Bonita el cinco de mayo. Mundra gente, mudros amoigos

Un poco mas de organizacion en el desfile

Everything was fantastic.

No niguna todo me parece bien

Me gusta la fiesta

Es una tradicions muy Buena doude las demos el camoser nuestra raza (?)

Son muy caros los tiques para los juegos de los ninos

Very expensive for food and drinks next time I will bring more from home/store

Buen evento y que haya nas evento culturales para los ninos

Que meidocen nuestra situasion en nuestro pals

Deberian de fraer los duesgos mecqunicos para los ninos

Ninguno

Less commercialized

Es una fiesta muy bonita, donde te diviertes mucho

Cada ano son las tiendas que ilegan, porque hay mucho cabro por ponedos-quisa quiteran los tickets por que mas tiempo me ileua para poder visitor tadas las tiendas & juegos.

Muy Buena encuesta bay

Que los eventos empresen mas temprano (low rider show)

English Version

Lots of fun!

Car show/dancing are smelled like rotten eggs and garbage

Meow?

Big fun-more traditional food from the Latin Market or other would be better than Fair food.

More chicken taco stands, MORE tables and chairs.

More Mexican food booths. Gordita puffy tacos, flautas, miller lite beer.

I really feel that food was much too expensive. Salsa tasting was THE BEST!! ...and the best deal!!

Fun festival!

Please get rid of the tickets Cash works GREAT

You should not ask people to fill out a survey during the fiesta. Survey person was pushy

Wonderful event-we've enjoyed it for 10+ years & always brings friends/family

Great event

It was good, more activities will be good.

Stay open longer!

Mexican beer-didn't see any margarita-Iguina exhibit Trip giveaway!

2 long/survey

More comfortable seating, less of a focus on cheap souvenirs and greasy food.

Missed the moneygram booth why are they not here this week

We will be back we had a lot of fun. Great food & drinks People watch was awesome

I always have a GREAT TIME making friends and enjoying everyone.

Mas Tequila!!

Love it!

Larger variety of mixed drinks in beer garden. Sell Mexican beer-not Bud! Refill toilet paper in port-a-poties & have people picking up garbage.

I would like less big trucks in the parade & more music.

Had a very good time. Nice day...

More authentic Mexican food, less fair-esque food.

More authentic food!!!

Everything was enjoyable

I'm digging it!

Better every year

It is great here.

A little too crowded. Space things out more

Allow pets

The bathrooms were really bad smelly unclean next to La Clinica this year

Parking available

I enjoy coming here to look at everything. I LOVE THE Mexican men.

It would be better if there was enough parking space and have more room for people to stand and watch the parade

Parking is a problem

Better parking options for exhibitor.

This year's car show was not good at all. It was better the previous year.

Everything is excellent!

Great event!!

It eventful to come to see the mayo fiesta

More food Fri. night. That old fashioned popcorn wagon has the best popcorn etc. ☺

Very good time

Enjoyed & well put together

I always have fun here- we like the lowriders especially!

I like kosher food

You girls are gorgeous!

1) More bands in parade

2) Map of Mexico & stick pins for Mexican visitors to mark their city of origin

Parade needs better organization. People need to be informed not to interrupt parade. Handicap pkg limited. Robert Street should be closed for parade time. Need to have route & entry's clearly marked.

Don't have such big gaps in parade. Also everything is over priced.

Absolutely no complaints Love it!

This is fun

No tickets for food! Don't like this idea!

Love it.

It getting to commercialize

Fun time

Great festival

It's a lot of fun at Cinco de Mayo

Keep it going! We LOVE it!

Thank you for a great time!

Love the parade! Food tickets need to be able to be purchased as single tickets (or they need to sell something for 2 tickets)

I love Cinco de Mayo!!

None

Food tickets & ride tickets should be same ticket

Focus on Mexican food & music & parade floats. I do not plan to come back next yr. Too crowded. No music in parade. Sort of boring!

The whole kids area was well-done & 1st rate!

Ticket prices are good-but prices for food are too high.

We used to live in Chicago & visited the weekly outdoor Latino market often. Please, even more focus on culture, comida mexicana y crafts! ☺

I don't like using tickets.

More authentic food

Love it ☺

Have dancers-Mayan-on stage & leave politics to a separate booth otherwise very enjoyable.
Weather great this year.

Beer garden open earlier

More actual Mexican vendors.

GREAT FUN

AWESOME

None really, I've enjoyed myself so far.

Love it here!

Outstanding!

More events for children

I am also an eighth Mexican

Hard to find place to park

Need more seating or viewing for car show

Great fun!

I love this event!

I think the cops need to slow down on the harassment.

Lower prices

Woohoo!!

Food is way too expensive